

# **Cranberry Industry Consumer Survey**

## **FSMIP Grant**

### **Final Report**

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The Cranberry Marketing Committee (CMC) is submitting its final report on the project undertaken with the FSMIP grant to conduct a consumer survey of usage and knowledge of the health benefits of cranberries. The results of the survey were reported in brochure form and distributed to industry handlers and processors for their use in making marketing plans.

#### **Outline of the Issue or Problem**

The cranberry industry, through the CMC, established a domestic promotion program in 2002. An important part of determining what overall program activities would be undertaken called for a national survey of consumers to gauge their knowledge of the health benefits of cranberries and to measure the different types of products consumed by defined demographic groups.

#### **How the issue or problem was approached via the project.**

The CMC, along with the other industry members who made up the Generic Promotion Advisory Committee (GPAC) issued a RFP to nine firms and one university for calling for proposals to conduct a nationwide consumer research survey.

CMC received proposals from five of the firms and the university. The proposals were reviewed and rated by members of the CMC's GPAC. Based on the ratings Hemispheres of Seattle, Washington was awarded the contract to conduct the survey.

The CMC through its general manager, representatives of the GPAC and Publicis Dialog-USA (CMC's PR firm) worked closely with Hemispheres in developing the questions that would be used on the consumer survey. After several sessions reviewing the format and questions, Hemispheres proceeded to conduct the survey.

#### **Contribution of public or private agency cooperators**

A number of organizations, in addition to the CMC, contributed to the overall project. In-kind contributions from the CMC, Cranberry Institute, Wisconsin State Cranberry Growers Association, Wisconsin Cranberry Board and the Massachusetts Department of Agriculture Resources totaled \$22,500. Funding was also provided, \$19,500, by

the CMC via its communication contractor and for costs associated with the printing and distribution of the brochure.

## **Results and conclusions**

The project resulted in the publishing of the consumer survey brochure, entitled: "CRANBERRIES, A Nationwide Survey on Consumers Attitudes."

The information supplied by the survey results are being used by first-tier industry handlers and processors, as well as others directly or indirectly associated with the marketing of cranberry products within the United States.

Conclusions drawn from the survey indicated that the CMC, as well as the industry, needs to increase the average consumers knowledge of the health benefits of cranberries beyond the UTI benefits and that consumers say they are most interested in heart health, cancer prevention, anti-aging, fighting bacteria, and oral health.

## **Current or future benefits to be derived from the project**

The CMC is using the results of the survey as a basis in determining the direction and types of consumer activities it has incorporated into its annual domestic promotion program. The Cranberry Institute is using the results of the survey to focus on the types of health research projects it will fund in the future. State cranberry growers associations are using the results of the survey to assist them in their regional promotion activities.

## **Additional information available (publications, web site)**

The survey brochure is available through the Cranberry Marketing Committee and can be viewed and downloaded from its website at [www.uscranberries.com](http://www.uscranberries.com).

## **Contact for more information**

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